

**Dienger, Whitney**

Mandel #68842

**From:** Jacobs, Sarah  
**Sent:** Wednesday, October 31, 2012 1:49 PM  
**To:** Dienger, Whitney  
**Subject:** FW: URGENT Mandel Pre-empts WKRC

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Wednesday, October 31, 2012 1:49 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT Mandel Pre-empts WKRC

ok

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Wednesday, October 31, 2012 1:48 PM  
**To:** Whitney Eversole  
**Subject:** URGENT Mandel Pre-empts WKRC  
**Importance:** High

Mandel WKRC:

end date 11/6

N/A:

60 Minutes on 11/4 @\$3000  
 Face the Nation 11/4 @\$650  
 Total \$3650

MKGD:

1x UC/Syracuse 11/3 @\$1200 P3 big east  
 1x FL/Missouri 11/3 1000 P3 SEC  
 1x Sports Authority 11/4 \$750 P2 1135P  
 2x Sat Bengals Nation 11/3 @\$350/each P3 1135P  
 Total \$3650

Please confirm.  
 SAJ

10/31/2012

# ORDER

Orders	Order / Rev:	68842
	Alt Order #:	
	Product Desc:	3125
	Estimate:	3125
	Flight Dates:	10/31/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/31/12
	Order Type:	GENERAL

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Advertiser	Josh Mandel fo Ohio US Senate
Name:	HH
Demographic:	US Senate
Product Codes:	P-2
Priority:	AGY, POL-CAND, GEN
Revenue Codes:	

Bill Plan	Totals
1	1
2	2
3	3
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5	5
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100	100

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	64	\$69,000.00	\$58,650.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	64	\$69,000.00	\$58,650.00	0.00
Totals	64	\$69,000.00	\$58,650.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$69,000.00
Market	100%	\$172,500.00

Competitive Share	Share	Total
EKRC	1%	\$1,725.00
UNKWN	59%	\$101,775.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/31/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$600.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$600.00	0.00								
N 2	WKRC	10/31/12	11/06/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$600.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$600.00	0.00								
N 3	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				6a-8a Local 12 News Sat		(6:00 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Order / Rev: 68842

Advertiser: Josh Mandel fo Ohio US Senate

Alt Order #:

Product Desc: 3125

Local 12 WKRC-TV

Flight Dates: 10/31/12 - 11/06/12

Estimate: 3125

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$250.00	0.00								
N 4	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$250.00	0.00								
N 5	WKRC	11/03/12	11/03/12	CBS This Morning Saturday Early Show	CM	8a-10a	-----1-	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$425.00	0.00								
N 6	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 7	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 8	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 9	WKRC	11/04/12	11/04/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$650.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$650.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKRC	10/29/12-11/04/12	Face the Nation	1030a-11a	-----Su	:30	(\$650.00)	0.00	NM				
		See MG 20.2, 20.3, 20.4, 20.5, 20.6 [No Avail]													
N 10	WKRC	11/04/12	11/04/12	Newsmakers	CM	11a-1130a	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$300.00	0.00								
N 11	WKRC	10/31/12	11/05/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-111--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$850.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$850.00	0.00								
N 12	WKRC	10/31/12	11/05/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	1-111--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$900.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$900.00	0.00								
N 13	WKRC	10/31/12	11/05/12	6p Local 12 News at Six	CM	6p-630p	1-111--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,200.00	0.00								
N 14	WKRC	10/31/12	11/05/12	M-F 730p-8p	CM	730p-8p	1-111--	:30	4	\$400.00	P-4	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$400.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$400.00	0.00								
N 15	WKRC	11/03/12	11/03/12	Sa Prime Access Rotato	CM	7p-8p	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$350.00	0.00								

Order / Rev: 68842

Advertiser: Josh Mandel fo Ohio US Senate

Alt Order #:

Product Desc: 3125

Local 12 WKRC-TV

Flight Dates: 10/31/12 - 11/06/12

Estimate: 3125

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WKRC	11/03/12	11/03/12	Sa Prime Access Rotato	CM	7p-8p	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				Sa Prime Access											
N16	WKRC	10/31/12	11/05/12	11p M-F Local 12 News	CM	11p-1135p	1-1111--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
				11p M-F Local 12 News	11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$1,100.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,100.00	0.00								
N17	WKRC	11/03/12	11/03/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				11p Sa-Su Local 12 Nws	11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$1,100.00	0.00								
N18	WKRC	11/04/12	11/04/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				11p Sa-Su Local 12 Nws	11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$1,100.00	0.00								
N19	WKRC	11/05/12	11/05/12	Mon Reg 2	CM	9p-10p	1-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				Mon Reg 2											
		Two Broke Girls / Mike and Molly													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	1-----	1	\$4,500.00	0.00								
N20	WKRC	11/04/12	11/04/12	Sun Reg 1	CM	7p-8p	-----1	:30	1	\$3,000.00	P-3	0.00	NM	5	\$3,650.00
				Sun Reg 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$3,000.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	NKRC	10/29/12-11/04/12	Sun Reg 1	7p-8p	-----Su	:30	<del>\$3,000.00</del>	0.00	NM				
		See MG 20.2,20.3,20.4,20.5,20.6													
		[No Avail]													
		2	NKRC	11/03/12-11/03/12	Big East Football	12p-330p	-----Sa--	:30	\$1,200.00	0.00	NM				
				P3											
				MG for 20.1,9.1											
		[Approved by Buyer]													
		3	NKRC	11/03/12-11/03/12	SEC Football	3:30 PM-7:00 PM	3:30 PM-7:00 P-----Sa--	:30	\$1,000.00	0.00	NM				
				P3											
				MG for 20.1,9.1											
		[Approved by Buyer]													
		4	NKRC	11/04/12-11/04/12	Sun 1135p-1205a	1135p-1205a	-----Su	:30	\$750.00	0.00	NM				
				P2											
				MG for 20.1,9.1											
		[Approved by Buyer]													
		5	NKRC	11/03/12-11/03/12	Bengals Nation	1135p-1205a	-----Sa--	:30	\$350.00	0.00	NM				
				P3											
				MG for 20.1,9.1											
		[Approved by Buyer]													
		6	NKRC	11/03/12-11/03/12	Bengals Nation	1135p-1205a	-----Sa--	:30	\$350.00	0.00	NM				
				P3											
				MG for 20.1,9.1											
		[Approved by Buyer]													
N21	WKRC	11/04/12	11/04/12	Bengals vs Denver	CM	1:00 PM-4:00 PM	-----1	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
				Bengals vs Denver	11/4	(1:00 PM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$15,000.00	0.00								
N22	WKRC	10/31/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
				5a Good Morn Cincinnati		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$500.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$500.00	0.00								
N23	WKRC	10/31/12	11/05/12	Local 12 News at Noon	CM	12p-1230p	1-111--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
				Local 12 News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$750.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$750.00	0.00								
N24	WKRC	11/03/12	11/03/12	Big East Football	CM	12p-330p	-----1-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Big East Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

